

Wei-Ning (Vernessa) Ma

Overseas Growth & Operations · AI Product Builder · vernessa0607@gmail.com · Taipei, Taiwan · remote / APAC time zone · weining-ma.vercel.app · github.com/weiwei0607

Summary

I took a Chinese AI product into the North American market and ran the whole growth motion alone: positioning, content strategy, production, iteration. Launch to 5,500+ weekly views in the first month, 51,000 views in the best month. I work across two worlds most people don't bridge, a Chinese-built product and a Western audience, and I read markets in English and Chinese. On the side I ship my own AI products with coding tools, so I understand what I'm marketing from the inside, not just the outside.

Experience

Xuantu AI, Overseas Operations Intern, PicWiz · Mar 2026 — Jun 2026

- Owned positioning for an AI photo-editing app entering the North American market: decided which features a Western audience would actually value and how to frame them, instead of translating the original Chinese messaging over.
- Ran competitive research across the Western AI image-editing market and turned TikTok, Instagram and YouTube behaviour data into a repeatable **daily content decision framework**.
- Executed strategy, script and production single-handed. **Grew from launch to 5,500+ weekly views in month one, peaked at 51,000 views in a single month, and had one video reach 33,100 views.**

Independent Tutor, self-run practice · Sep 2021 — Present

- Built and ran my own tutoring business for nearly five years, grown entirely by word of mouth with zero marketing spend: **20+ concurrent clients**, each on their own schedule against a fixed deadline.
- Diagnosed where each client was actually losing points rather than where they assumed, and rebuilt the plan around it. **Results up by as much as 10/35 points.**

Astron Medtech, R&D Intern · Jul 2023 — Aug 2023 · Taipei

- Ran a competitive analysis across **50+ medical needle products**, identifying 5+ that met requirements and surfacing viable alternative suppliers; tracked regional regulatory differences and briefed management.

National Taiwan University, Graduate Researcher, Biomedical Engineering · Sep 2024 — May 2026 · Taipei

- Two years of lab research to SOPs, managing my own experimental timeline and troubleshooting protocol issues as they came up.

AI Products I've Shipped

Xiaomian'ao 小棉襖, a group-chat assistant with 50+ commands and 20+ external API integrations, **in daily use by a real group since launch**. **Murder in the Mist**, an LLM murder mystery where suspects answer live and can lie. **B-Battle**, budgeting reframed as a boss fight with an AI companion reacting to every purchase. All public and playable at **weining-ma.vercel.app**, 20+ products shipped in a year with AI coding tools.

Skills

- Growth & operations:** market positioning · content strategy · competitive research · social/content analytics (TikTok, Instagram, YouTube) · repeatable decision frameworks · end-to-end execution (strategy to production)
- Cross-cultural:** took a Chinese-market product to a Western audience · Traditional Chinese (native) · English (professional, TOEIC 915)
- AI-native:** ship real products with AI coding tools · LLM application design · prompt and behaviour design · understand AI products from the build side
- Remote-ready:** fully self-directed, async by habit, ran a 20+ client operation solo

Education

B.S. Biomedical Engineering, Taipei Medical University · 2021–2024 · AI Micro-Program (machine learning, algorithms, data analysis)